



midtown MANAGEMENT DISTRICT

COMMITTEE UPDATES: October 2025



midtown
HOUSTON

REPORTS

Public Safety

Services & Maintenance

Economic Development

Marketing

Urban Planning

Parking Benefit District

Cultural Arts & Entertainment

Finance & Budget

Executive



PUBLIC SAFETY





National Night Out

Bagby Park, 415 Gray St., Houston, TX 77002

Tuesday, October 7 | 5:00PM – 7:30PM

Meet your neighbors, Midtown board members and staff, law enforcement officers, elected officials and more. Enjoy food, fun, and giveaways.



SCAN
QR CODE
TO RSVP

midtownhouston.com | @midtownHOU

Amanda Sapp | Mistress of Ceremony
VP of Media for Bread of Life
& General Manager for
Amazing 102.5 FM



Coffee with a Cop

District 7 501 Pierce St, Houston, TX 77002



October 8th, 2025 | 7:30AM – 10:00AM

Get to know your neighbors and law enforcement officers that patrol Midtown Houston over coffee + pastries.

SCAN QR CODE TO RSVP

midtownhouston.com | @midtownHOU

Chronic Consumer Assistance Program (CCAP)-Midtown

Reporting Month: August 2025

 		Mental Health & Homeless Outreach Program Summary											
Contacts	1-Jul	1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	YTD
Unique Individuals Contacted	170	169											339
Total Engagement Contacts	184	246											430
Veteran Contacts	0	4											4
Hot Spot Contacts													
>1: Lord of the Streets	50	86											136
>2: 2111 Fannin (Sunaco Station)	25	11											36
>3: 4800 Block of Fannin (Veteran Homes)	5	0											5
>4: 2300 Main Street	20	0											20
>5: Trinity Episcopal Church	50	40											90
>6: Pierce Elevated	0	0											0
>7: 402 Gray Street (CVS)	5	4											9
>8: Ensemble Theatre	0	3											3
Hot Spot TOTALS	155	147											299
Additional Metrics													
Arrests	0	0											0
Business Engagements	0	2											2
Emergency Detention Orders (EDO)	1	0											1
Homeless Outreach Team: ID Cards Provided	0	2											2
SEARCH referrals	0	24											24
Transitioned from Street	1	3											4
Mental Health & Support Services-HC	21	99											120

HARRIS COUNTY CONSTABLE PRECINCT 7



DIRECTED ENFORCEMENT INITIATIVE

HPD South Central - Directed Enforcement Initiative

July 20, 2025 - August 20, 2025

Total Reports: 27

Total Suspects Placed in Jail: 18

Total Traffic Stops: 114

Total Moving Citations (Traffic): 15

Total Non-Moving Citations: 224

Total Parking Citations: 18

Felony/Misdemeanor Warrants: 7

City Warrants: 87

Please be advised that the following information is raw data and has not yet been vetted.

MIDTOWN TARGETED CLEAN UP INITIATIVE



BEFORE



AFTER

Main St. @ Blodgett

PUBLIC SAFETY

PUBLIC SAFETY COMMITTEE

OCTOBER 21, 2025

11:30 A.M.

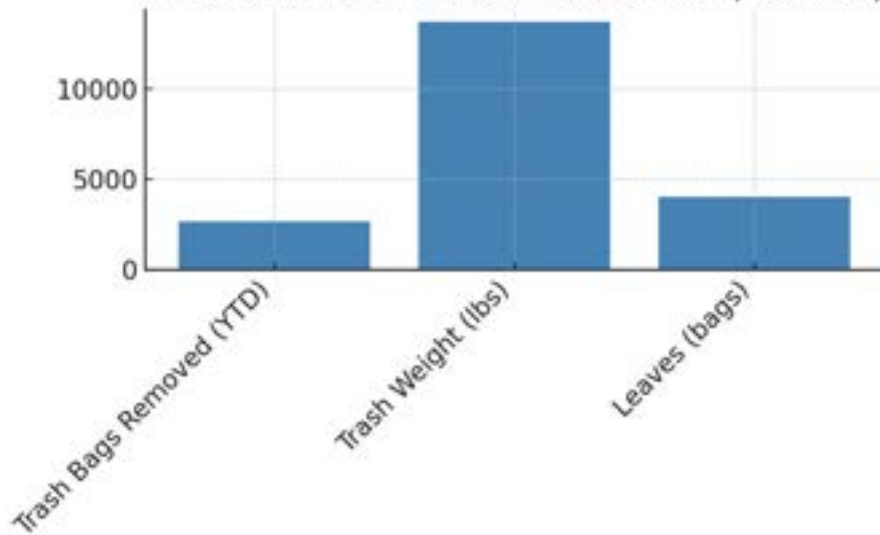


SERVICES + MAINTENANCE



FIELD SERVICE TEAM + MAINTENANCE MONTHLY UPDATE

Field Services Metrics - 2025 YTD (Refined)



- 112 miles of right-of-way cleared
- 275 bags of trash removed in September (YTD: 2,647)
- 13,750 lbs of trash removed YTD; 449 bags of leaves removed (YTD; 4,015)
- 62 graffiti sites abated (YTD: 388)
- See-ClickFix: 26 tickets received (8/1-9/16) 78 total tickets in 2025 (68 addressed & closed, 10 in progress)



PARK MAINTENANCE

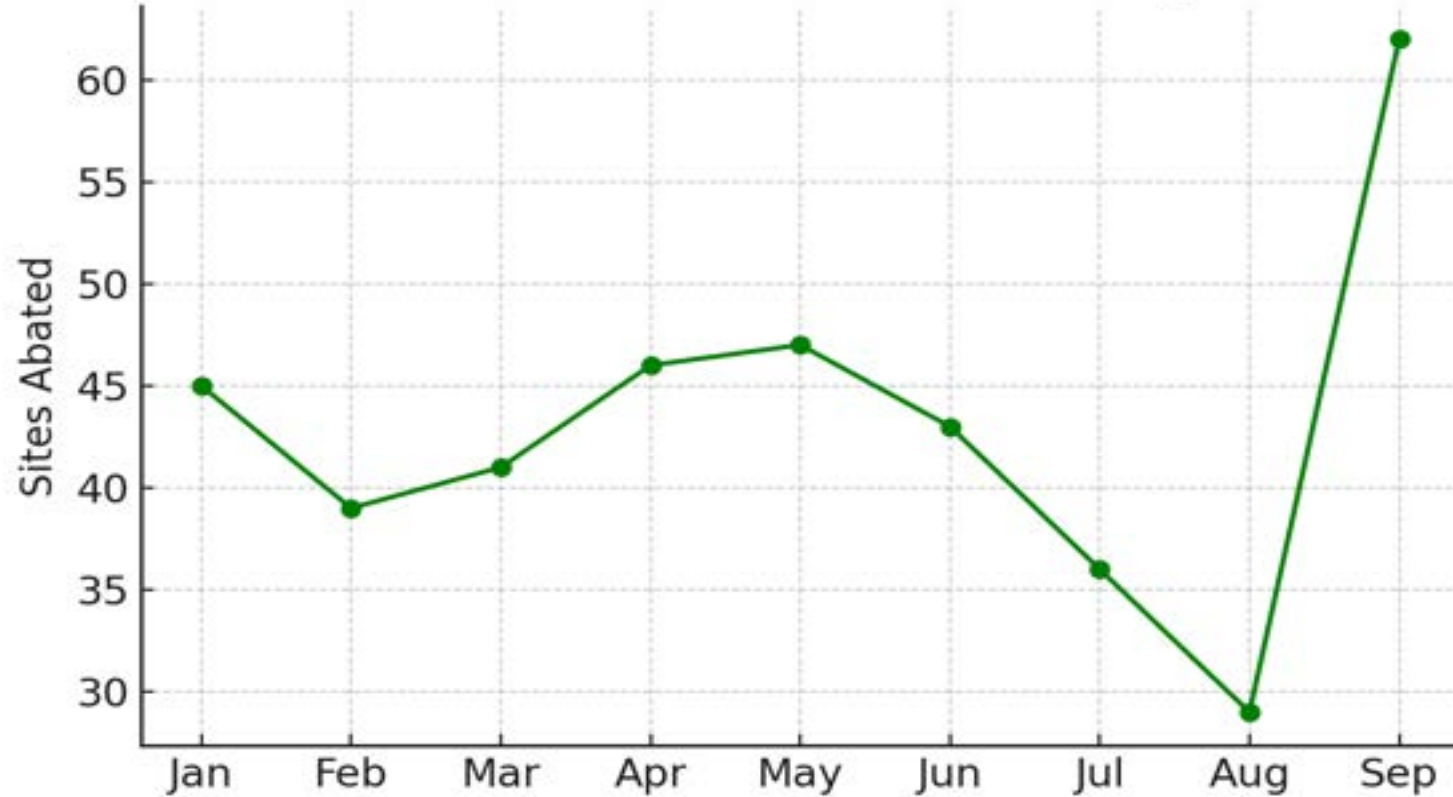
BALDWIN PARK

- Irrigation line break repaired
- Collapsed drainage line at fountain require reroute around tree roots

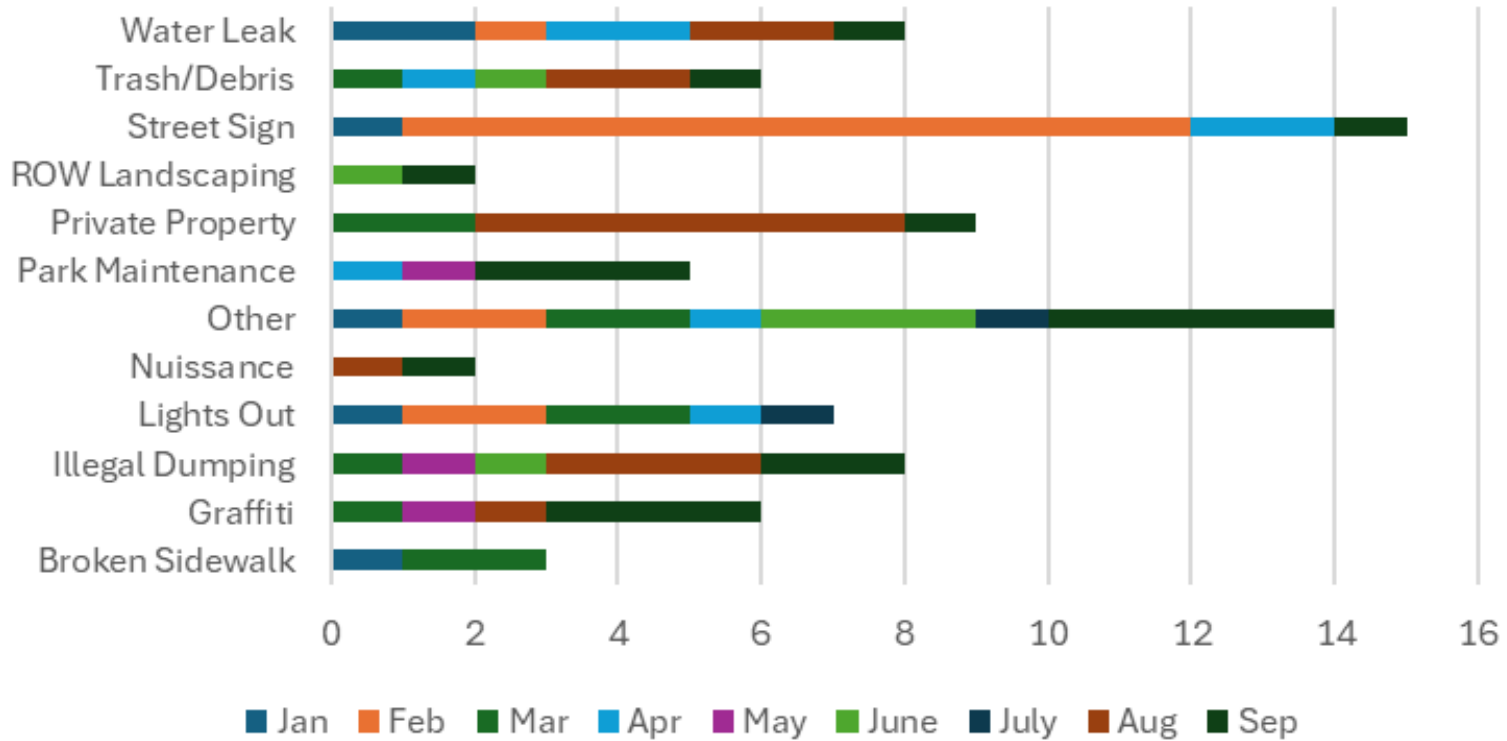
GLOVER PARK

- Irrigation functioning
- Pedestrian lighting partially installed with alternate fixture options under review

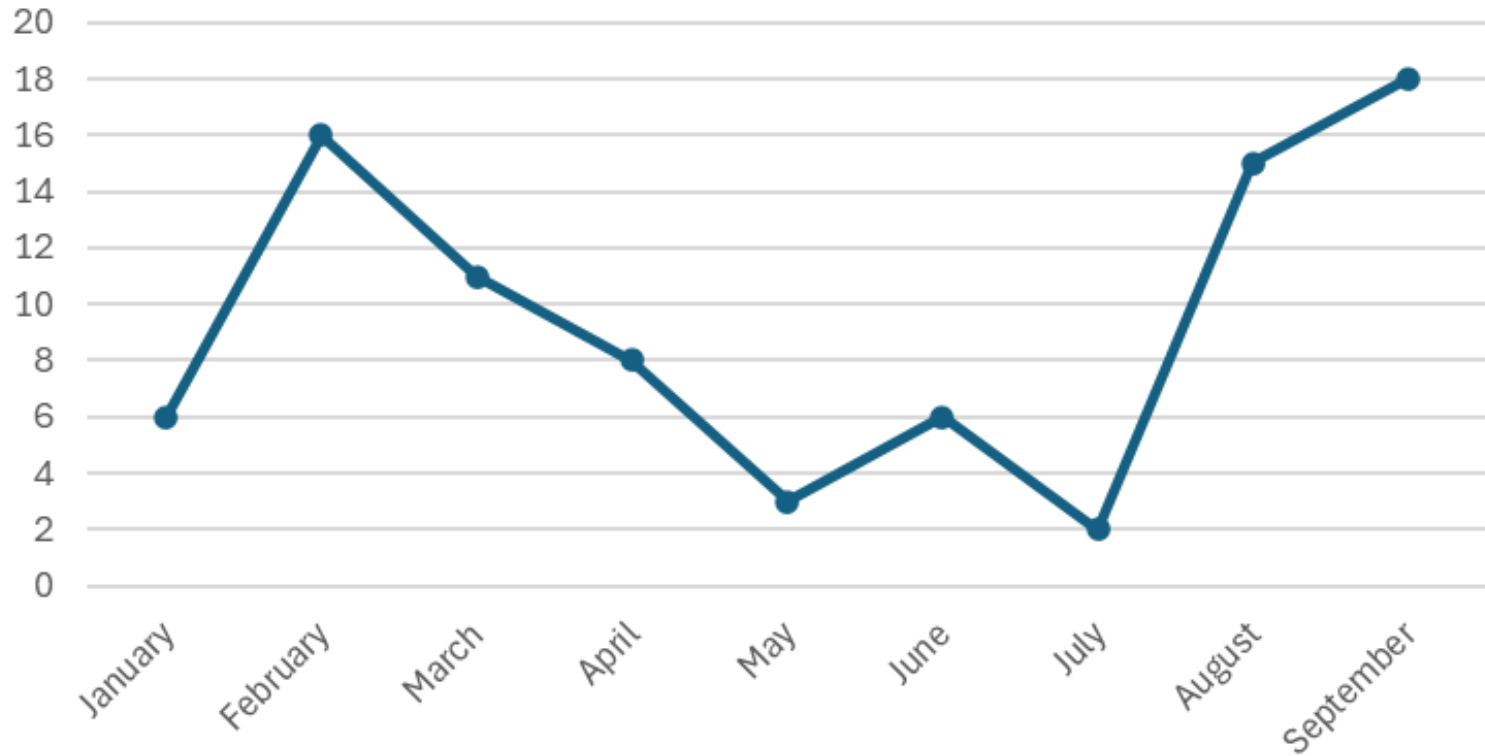
Graffiti Abatement - 2025 Monthly Trend



SeeClickFix Ticket Type Counts



SeeClickFix Tickets





SIDEWALK ASSESSMENT + REPAIR

- **Efforts continue to repair sidewalk segments under 20 feet**
- **Bids advertised September 19 & 26**
- **Pre-bid September 29**
- **Bid opening October 2**
- **Contractor recommendation - October 2025**

DARK BLOCK OPPORTUNITES

- **Installation of 52 additional Midtown decorative streetlights in the District**
- **Material ordered by CenterPoint Energy**
- **Anticipated 5 months until installation**



TRI-PARTY AGREEMENT

- **Termination of the services and maintenance agreement between MRA, MPC, and MMD**
- **Agreement extended through December 31, 2025, and will dissolve one new districtwide maintenance contracts begin on January 1, 2026**
- **New district maintenance contract will:**
 - **Absorb work previously managed by the Field Services Team and Midtown Parks Conservancy**
 - **Replace the current Tri-Party Agreement**
 - **Provide greater clarity, cost efficiency, and direct oversight by MMD**

DISTRICT MAINTENANCE RFP

- **Multiple proposals submitted for the districtwide landscaping and maintenance contract**
- **Analysis in Progress**
 - **Office of James Burnett (OJB) Landscape Architecture conducting a comparative, line-by-line review**
 - **Variations across contractors include:**
 - **Some proposals included materials, others did not**
 - **Some included additional labor hours, others excluded it**
- **Next steps:**
 - **Bid Committee meeting scheduled September 25, 2025, to review findings and recommendations**

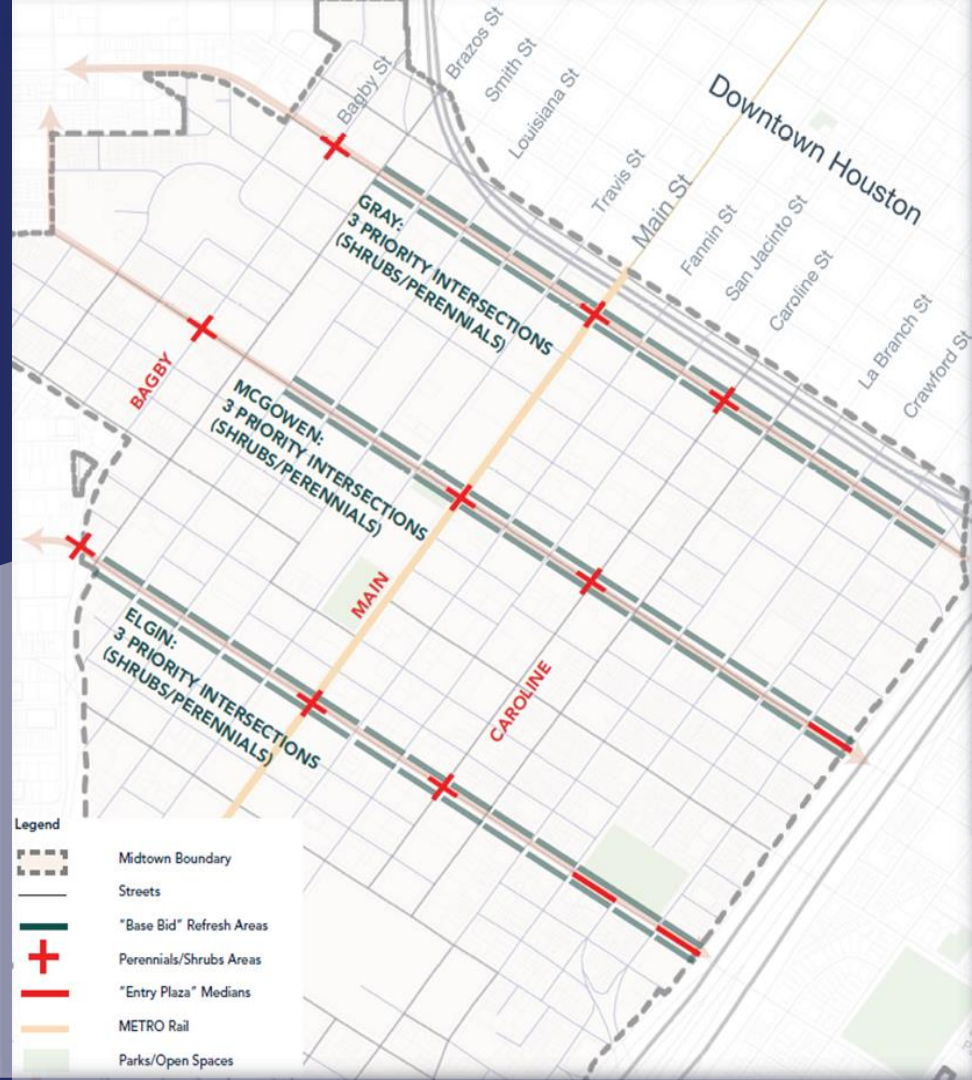
CITY OF HOUSTON MAINTENANCE AGREEMENT

- **The City of Houston requested clarifying language for the agreement**
- **Language applies only to existing bikeways, not future ones**
- **Covers bike lanes, pedestrian safety improvements, and Brazos Bridge landscaping**



MIDTOWN STREETSCAPE REFRESH

- Landscaping/ground covering installed at intersections
- Hand watering is being utilized until water meters replacements are installed
- Walkthrough scheduled September 25 for partial substantial completion
- Long leadtime items awaiting delivery: tree grates and nameplate tiles
- Contingency funds allocated to install planters in Midtown storage inventory to replace missing/damaged planters along Elgin Street





SERVICES + MAINTENANCE

SERVICES + MAINTENANCE COMMITTEE

OCTOBER 20, 2025

4:00 P.M.

ECONOMIC DEVELOPMENT



ECONOMIC DEVELOPMENT

- **Presentation by Sentriforce LotWitness**
- **Next steps: (Pending Board Approval)**
 - **Announce Camera Grant application via social media**
 - **Review applications and select award recipients**
 - **Announce the award recipients via social media**
- **October 2025 will be the final in-person meeting of the year**
- **November and December meetings are virtual only**

Axelrad Beer Garden

04-23-2025 08:54:51



24/7 VIDEO RECORDING.

02-25-2024 13:27:57



ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT COMMITTEE

OCTOBER 15, 2025

10:00 A.M.

District 7 Grill

510 Pierce Street

Houston, Texas 77002

In Person Meeting Only



MARKETING



CUSTOMER RELATIONSHIP MANAGEMENT/BUSINESS TRACKING

- Vendor presentation on District 360 CRM software
 - Helps track new businesses and properties for website and social media updates
 - Concerns raised about manual data entry requirements
- City of Houston is also developing a similar platform
- Committee will monitor City's initiative before committing to additional software
- Placer AI already in use:
 - Tracks movements patterns through geo-fencing
 - Shows Midtown Cultural Arts District as the most visited in Houston
- Over 2.2 million unique visitors/month based on Flock camera data





PRINT MATERIALS: BUZZ & CULTURAL ARTS GUIDE

- Committee evaluating print vs. digital distribution
- Survey underway with apartment complexes (17-20 properties) to determine need
- Goal: reduce excess printing, strengthen digital access
- Digital archive of e-newsletters starting July 2025 available on Midtown website

SOCIAL MEDIA + MEDIA HIGHLIGHTS



- Midtown gained **902 new followers** in August, a **171% increase from July**, driving major growth across platforms.
- Social media delivered **586,134 impressions** (up **85.9%**), with **280 shares** (+11.1%) and **47 comments** (down 26.6%), showing stronger reach and amplification.
- Midtown ran **nine ads total**—eight for MPC and one for MMD—with top performers including the **Hispanic Heritage Month Call for Artists**, **Pop Up on the Plaza**, and **Movie Night** campaigns.
- The Midtown newsletter reached **12,600 residents**, achieving an **11% open rate** and **110 clicks**, with opens steady despite seasonal travel dips.

TOP PRESS MENTIONS



Total press placements in August: 4

- **Total media reach:** 5,756,345
- **Top placements:**
- *CultureMap*
- *KHOU – HueMan:Shelter*
- *KPRC – International Women’s Fest in Midtown Park*

DIGITAL OUTCOMES

Midtown Social Media Platforms

- **902 new followers** (+171% from July)
- **586,134 impressions** (+85.9%)
- **280 post shares** (+11.1%)
- **47 comments** (–26.6% from July's 64)

MIDTOWN E-NEWS



Midtown E-News Outcomes

- Reached **12,600 residents**
- **11% open rate** (growth from July)
- **110 clicks** (decline from July, typical for late summer travel)
- Steady open rates show **strong ongoing interest** heading into fall

MIDTOWN DIGITAL ADS



Advertising Outcomes – August

- **9 total ads ran: 8 for Midtown Parks Conservancy (MPC) and 1 for Midtown Management District (MMD)**
- Top performers included:
 - Hispanic Heritage Month Call for Artists
 - Pop Up on the Plaza
 - Movie Night

HUEMAN:SHELTER DIGITAL OUTCOMES



HueMan:Shelter Digital Outcomes

- **Instagram:** 13,298 views | 3,076 reach | 363 shares | 219 followers
- **Facebook:** 2,760 views | 704 reach | 204 shares | 106 followers

HUEMAN:SHELTER E-NEWS



HueMan:Shelter E-News

- Reached **~60 recipients**
- **44% open rate** (well above industry average)
- **12% click-through rate**
- Strong engagement with **artist content and project updates**
- Demonstrates **high interest** and a solid base for continued outreach



#midtownHOU

MARKETING

MARKETING COMMITTEE

OCTOBER 21, 2025

3:00 P.M.

URBAN PLANNING



PEDESTRIAN LIGHTING PROJECT

- This is on the MRA agenda for approval.
- Kickoff with consultant anticipated October 2025.
- There will be an initial nighttime assessment of lighting.

PEDESTRIAN LIGHTING ASSESSMENT

WE ARE HERE



Phase 1: Existing Conditions
Assessment, Community
Night Walk, Nighttime
Vulnerability Assessment,
Estimated Cost



Phase 2: Stakeholder
Engagement, Development
of Master Plan



Phase 3: Final
Implementation,
Construction
Documentation



URBAN PLANNING

URBAN PLANNING COMMITTEE

OCTOBER 20, 2025

4:00 P.M.

PARKING BENEFIT DISTRICT

midtown



PARKHOUSTON UPDATES

- Meter transactions & revenue remain steady
- FY26 Revenue Share (YTD): \$237,870
- Historical trend: starts high, then tapers (last year \$187,000)
- FY25 ending balance: \$405,519 → FY26 starting balance
- \$351,000 encumbered → ~\$52,000 unallocated
- Estimated year-end balance: ~\$310,000 (if all spent)
- Speed Feedback Sign Study credit: \$20,000



CAMERA GRANT PILOT PROGRAM

- Presentation by Sentriforce LotWitness
- Features: AI-driven 360° cameras, strobe lights, customizable audio reminders, Midtown branding signage
- Proven success: Axelrad Beer Garden- reduced break-ins, deterred illegal dumping
- Focus: Behavioral modification (criminals & customers)
- Footage collection process for businesses & law enforcement explained
- Committee discussed branding, audio volume, and KPI's
- Resolution to be presented at October 2025 MMD board meeting



PARKING BENEFIT DISTRICT

PARKING BENEFIT DISTRICT ADVISORY COMMITTEE

OCTOBER 9, 2025

3:00 P.M.

CULTURAL ARTS + ENTERTAINMENT



HUEMAN:SHELTER UPDATES

- Installation complete; Ribbon cutting ceremony held in September 2025
- Upcoming events:
 - Urban Paths Walk – Sept. 20 (starting at Midtown Park)
 - HueMan Shelter Day – Nov. 1 at Bagby Park
 - Documentary Teaser Screening – Jan. 24, 2026, at MATCH
- Ribbon cutting photos and media coverage will be shared when available



HOUSTON ENDOWMENT GRANT/ MIDTOWNHOU ARTS MICROGRANTS

HOUSTON ENDOWMENT GRANT

- Additional \$200,000 awarded, total \$400,000 over two years
- Exploring Community Engagement Liaison role (shared cost with MRA) to advocate for district-wide initiatives
- Goal: To strengthen storytelling and ensure cultural arts remain a funded priority
- Application planned for continued funding in 2026-2027

MIDTOWNHOU ARTS MICROGRANTS

- Upcoming event: Stretch & Release Yoga + Hip Hop Performance – September 27 at BeLiberations
- Supports unique cultural programming aligned with grant goals

PUBLIC ART & BRANDING

MIDTOWN SIGNAGE

- Current installation honors Hispanic Heritage Month.
- Next shelter wrap to feature Human Shelter branding.

MURAL SPONSORSHIP

- \$15K contributed to major mural at Milam & Gray (“Space Guy”).
- Mini-murals refreshed (10 years old).

FUTURE PROJECTS

- Artist-in-residency concept under review.
- Exploring use of Camden property windows for rotating art.
- Potential murals on Midtown garage & Spur 527 gateway sign.
- Banner Installation Project – 10–12 designs allocated.



ROOTS “RAICES”: A LIVING TRIBUTE

On view at Bagby Park through mid-October

Features artist Johnny Lain’s work in the celebration and recognition of Hispanic contributions that have shaped Houston and a call to continue shaping the future together through creativity and cultural pride





CULTURAL ARTS + ENTERTAINMENT

**CULTURAL ARTS +
ENTERTAINMENT COMMITTEE**

OCTOBER 21, 2025

3:00 P.M.

FINANCE + BUDGET

The FY 2024 final audit has been received and will be posted to the Midtown website in the next 30-days.

The FY 2026 budget process is moving along with approval anticipated at the November Board meeting.





FINANCE + BUDGET

FINANCE + BUDGET COMMITTEE

OCTOBER 28, 2025

1:00 P.M.

An aerial photograph of Midtown Houston, showing a mix of modern high-rise buildings and older commercial structures. The skyline is visible in the background under a cloudy sky. The foreground shows parking lots, streets, and some greenery.

EXECUTIVE

**All Matters Discussed
At The Executive
Committee Meeting
Were Addressed In The
Various Committee
Activity Reports**



**Midtown Management District Board of Directors Meeting
November 5, 2025, at 11:00 a.m.
410 Pierce Street (at Brazos) 1st Floor
Houston, Texas 77002**